

John W. Harney, Esq.  
Associate General Counsel  
Massachusetts State Lottery Commission  
60 Columbian Street  
Braintree, MA 02184  
(781) 849-5513

DEC 06 2011

Hi,

Enclosed is a check for \$469.00, as requested payment for

*(5) All market research conducted in FY 2009 and FY 2010, including the results of any surveys and focus group studies and any analyses of the measured impact.*

This payment was the amount estimated in a letter from this office on 2011-06-17.

We look forward to your timely response in this matter. The original request is below.

Please note our updated address.

Best,

Michael Morisy  
On behalf of Nathaniel Beaudoin

===Original Request===

To Whom It May Concern:

Pursuant to the state Freedom of Information Act, G.L.M. c.4, §7, clause 26th, I hereby request the following records:

1. The total amount spent on advertising and any marketing activities for FY 2009 and FY 2010.
2. A breakdown of advertising expenditures, including but not limited to the amount spent on television advertising, radio advertising, print advertising, point of sale advertising, internet advertising, direct mail, and free tickets/coupons for FY 2009 and FY 2010.
3. Copies (preferably in digital form) of all ads used for television advertising, radio